

MAR 25 1924 ✓

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WESTERN YESTERDAYS ✓

Photoplay in five reels ✓

Story by E. R. Hickson and Ashton Dearholt ✓

Adapted and
Directed by Francis Ford ✓✓

Author of the Photoplay (under Section 62)
Arrow Film Corporation of U.S. ✓

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MAR 25 1924



ARROW presents
An Ashton Dearholt Production
starring
EDMUND COBB
in
"WESTERN YESTERDAYS"
DIRECTED BY FRANCIS FORD



The Lobby



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"WESTERN YESTERDAYS"

A game of cards around a table in the Palace Saloon. An argument. A shot that puts out the lights—and other shots—and when the lights are lit again "Old Man" Silver is laying dead across the table and the room is empty.

Rose, the only daughter of Silver, was left an orphan by the shot of an unknown, and as she and the friends of the dead man gathered about the crude grave to pay their last respects, the Sheriff and his Deputy promise her that they would do all in their power to discover the murderer and bring him to justice, but they fear that this crime is destined to be like so many others, one which baffles solution. The only clue they have to go upon is that the flashing of the guns disclosed a man's hand mottled after the fashion of a pintoe horse—that is marked with big white spots contrasted sharply with the deep tan of the other portions of the hand. Both the Sheriff and Jim Blake believe that if they can find the man whose hand is scarred in this manner they will have the criminal.

In the days of the Old West it was an unwritten law that the outlaws and bandits were permitted to enter the town on the days of a funeral, a tacit truce existed between the forces of law and order and the outlaws, and the outlaw could enter town, attend the funeral and even make purchases at the local store, visit the gambling halls and be unmolested, and he in turn would respect the courtesy extended him.

Thus it happened that as they were gathered about the grave, Pinto Pete, mysterious outlaw, who was wanted in a dozen counties, took advantage of the opportunity afforded him and rode up to the grave on his magnificent Pinto horse which gave him his nick name to pay his last respects to the dead man.

Pinto was suspected of many crimes, but always succeeded in escaping through lack of evidence connecting him definitely with the crime. Herds of cattle were rustled and for a while the tracks would be plain enough leading out into the desert, suddenly they would end and meet those of horses coming toward the scene of the crime. The rustlers had apparently vanished into thin air.

Pinto, like all such characters, had both friends and enemies, perhaps due to the mystery surrounding him and perhaps to the splendid figure he made in his costume of the Spaniards of early California—was a great favorite with the ladies, particularly with Juanita, and when Juanita observed him being attentive to Rose her quick temper flared and in a moment of jealousy she dropped a hint to Jim Blake that Pinto might be the man he was seeking.

Blake and his friend "Twitchie," so named from the fact that he had an uncontrollable habit of throwing his head from

side to side in a fashion as one saying "no," rode out to follow Pinto and if possible learn the truth. Again they were baffled, the trail was straight and plain, but soon met that of another horse coming to town, and they were compelled to give up the search.

In the meantime, high up in the mountains, Pinto Pete and his outlaws planned new raids, while back in town Juanita, still jealous, endeavored to persuade Blake to place Pinto under arrest.

Rose and Blake were practically engaged and when Rose observed the interest Blake was showing to Juanita, she too became jealous and deciding that Blake was unfaithful made up her mind now that she was alone in the world to go to the distant home of a relative, and deaf Blake's attempted explanations, she set out on horseback for her new home.

Lost in thoughts of her own troubles, she took the wrong trail and before she realized it, was high up in the mountains with no idea of where she might be.

Endeavoring to find her way back to the trail, she accidentally wandered into the stronghold of Pinto Pete where she was immediately brought before the chief, who struck by her beauty and innocence and remembering a young sister whom he had lost years before, proceeded to order his henchman to completely outfit her in clothing befitting a Spanish senorita, clothing which they had as a "souvenir" of the many raids of the outlaw band.

Blake fearing that some evil might befall her on her journey alone across the desert, set out to follow, and soon discovered where she had left the trail. Becoming genuinely alarmed, he sent back to town for help and proceeded on alone.

At first badly frightened, Rose soon learned that no harm was meant her, becomes greatly interested in Pinto and his outlaws, so it is almost with regret that she leaves. Pinto gives her his horse, tells her to ride back to town and when she gets home turns the horse loose as he will come back to his master.

On her way back she meets Blake and a reconciliation is effected and they start for home together. As they ride Blake suddenly notices that they are both going forward, the front hoofs of Pinto's horse point backward, he stops and examines the beautiful horse's hoofs and suddenly what has been an impenetrable mystery, is as clear as day, the outlaw has reversed the shoes on the horse, thus he is apparently going to the opposite direction from which he is really traveling.

With this proof all of the mysterious crimes are cleared up. Sheriff Hickson and his Deputy organize a posse and round up the outlaws in their stronghold. Confronted with the proof of their guilt, the outlaws confessed and swift justice is meted out and the way is left clear for the marriage of Jim Blake and Rose Silver.

CAST

Rose Silver.....	Florence Gilbert
Jim Blake, Deputy.....	Edmund Cobb
Bill Hickson, Sheriff.....	William White
Pinto Pete.....	Ashton Dearholt
Juanita.....	Helen Broneau
Rude Reverence.....	Joseph de la Cruz
"Twitchie".....	Francis Ford
Clarence.....	Clark Coffey
"Blackstone".....	Slim Hamilton

PUBLICITY

"WESTERN YESTERDAYS"

Not the Usual Type of Western

"WESTERN YESTERDAYS" is something that there have been many requests for—a different sort of Western picture. The producers have sincerely attempted and succeeded in making a Western drama that contains all the necessary and virile elements of that type of photoplay and have given an accurate picture of a little-known part of Western life that now unfortunately no longer exists.

There are tens of thousands of people who like Western photoplays and will always like them. "WESTERN YESTERDAYS" will create thousands of new converts to the Western picture, for it is one of the most unusual and out of the ordinary pictures ever made.



Cut No. 1

The story has its main feature in the fact that it is different, but still being so, it never loses that one potent quality of being a Western production in every foot of it. The author, with the idea of making this stand out from the usual type of Westerns, rode lance levelled at his plot. It fairly radiated red-blooded romance. It is studded throughout with action and thrilled high lights, and the atmosphere is distinctly and logically Western, without that mock wild and woolly touch.

Thus, in offering Edmund Cobb in "WESTERN YESTERDAYS," the Arrow Film Corporation feels that the combination of star and story in this instance, will very satisfactorily give answer to the repeated demand from all points for different Western photoplay.



Cut No. 3

NEW EDMUND COBB FEATURE COMING TO LOCAL THEATRE

"Western Yesterdays" Said to Be Best
Picture Ever Made By This
Popular Star

The attraction at the . . . Theatre next week will be the Arrow picture, "Western Yesterdays," starring Edmund (Two Fisted) Cobb and according to advance reports it is one of the best, if not the best production this popular young man has yet appeared in. It is a tale om the old West, before the Law came to the range, and when every man had to be his own judge and jury. It tells the story of "Pinto Pete," a famous figure of these days. "Pinto" was an outlaw and one of the most picturesque in all the colorful history of the West and this picture concerns his final losing fight against Right.

It is an Ashton Dearholt Production and Mr. Dearholt himself plays the part of the outlaw while Cobb plays that of a Sheriff whose duty it is to hunt him down. The Girl is played by beautiful Florence Gilbert and a strong supporting cast aids in making this picture one of the finest of the year. It was directed by Francis Ford.



Cut No. 2

PUBLICITY

"WESTERN YESTERDAYS," A WESTERN FILM, IS FULL OF THRILLS

"Western Yesterdays" is the title of the next big Western picture that will be seen at the Theatre. It is a story that holds many thrills for the spectator. It is a story of the West without the usual shoot 'em up stuff. The picture is made in a big way and is a high class photoplay. Edmund Cobb takes the lead, and is supported by an excellent cast of players all of whom are well known.

While this picture is staged in a big way, and has a love story running throughout, there are many incidents that thrill the spectator and quicken the heart beat. The picture was made in California, but there is much scenery in the picture that has never been exploited before. "Western Yesterdays" is a worth while picture and one that should be seen by all means.

SUGGESTED MAIL CAMPAIGN

Dear Sir (or Madam):

Do you like rapid-fire, whirlwind romance of the old West? A beautiful girl, a scheming villain and an irrepressible happy-go-lucky youth make "Western Yesterdays" one of the most interesting pictures you ever saw and we know you will not want to miss it. It is here all next week. Be sure to see it.

Yours very truly,

....., Manager.

* * *

Dear Sir (or Madam):

Knowing that you always appreciate a good show we are pleased to advise you that on next we will have the pleasure of showing the new Western special starring Edmund Cobb (Two-Fisted Ed) which you must see if you really enjoy a real romance of the West.

"Western Yesterdays" is the title and we can promise you that there is not a dull moment in the whole five reels.

Yours very truly,

....., Manager.



Cut No. 4

A CHILDREN'S CONTEST

Hold a contest among the school children in your town as follows:

Offer a prize of a five-dollar gold-piece to the school child who writes the best essay on the Golden West, giving their idea of what the Golden West consists of. Announce that the best essay written will be read from the stage on the night that "WESTERN YESTERDAYS" is shown at your theatre. You can arouse a great deal of interest among your school children, and by not announcing the prize winner until the night of the showing of this picture, you are sure to have a large attendance.

Be sure that all of the school children in your town know about this contest, and encourage as many as possible to enter it. If you desire, you might offer three prizes, the other two being passes to your theatre: one for a month and the other for a week.

A LOBBY DISPLAY

You can arouse more curiosity in this picture by dressing your lobby with a real Western outfit, consisting of saddle, chaps, bridle, bit and a lariat, some guns and a real cowboy's hat. If these articles are arranged artistically in your lobby, the effect will be such that it will arouse a great deal of interest.

This should be done at least a week in advance of the showing of this picture.

AVAILABLE ACCESSORIES

Whether or not you use the foregoing ideas for advertising "Western Yesterdays," do not under any circumstances fail to use all the available accessories. They are really indispensable to the exhibitor who wants to get the most he can out of this big five-reel feature and will help you make a lot of money. The following is the list:

Paper—2 1-sheets, 1 3-sheet and 1 6-sheet.

Photos—11 x 14's, eight to a set; 22 x 28's, two to a set; 8 black and white stills, 8 x 10.

Slide—Press Book.

Trailer from National Screen Service.

The posters, as you will notice from the prints on the last page of this press book, are very effective and should be placed to advantage in your lobby previous to the running of the picture.

In billing close to your theatre try mounting some of the photos on cardboard, with a caption underneath, and, if possible, display them in windows around the town. These photos give a big assortment of scenes and depict intensely interesting acting.

ADVERTISING CUTS



Arrow presents
An Ashton Dearholt Production^{oo}
starring

EDMUND COBB
IN
"WESTERN YESTERDAYS"

Directed by Francis Ford

Cut No. 5



Arrow presents
An Ashton Dearholt Production^{oo}
starring
EDMUND COBB
IN
"WESTERN YESTERDAYS"
Directed by Francis Ford

Cut No. 7



Arrow presents
An Ashton Dearholt Production^{oo}
starring
EDMUND COBB
IN
"WESTERN YESTERDAYS"
Directed by Francis Ford

Cut No. 6



Arrow presents
An Ashton Dearholt Production^{oo}
starring
EDMUND COBB
IN
"WESTERN YESTERDAYS"
Directed by Francis Ford



Cut No. 8

MUSICAL SYNOPSIS

for "WESTERN YESTERDAYS"

by
JAMES C. BRADFORD

THEME

"LA ROSITA"

DEPPEN

MUSICAL PROGRAMME

No.	Min	(T)itle or (D)escription	Tempo	Selection
1.	1½	At screening	4-4 Moderato	Dramatic Tension No. 9—Andino ("PP")
2.	¾	D Hand grabs card	4-4 Allegro Agitato	Agitato No. 3—Langney
3.	3	T While the Palace Saloon	3-4 Andante	Chanson Melancholique—Collinge
4.	1½	T Rude-reverence	2-4 Lamentoso	Indian Lament—Belwin
5.	2¾	T Out of Pinto Petes	2-4 Habanera	La Rosita—Deppen
6.	1½	T We go one way	2-4 Allegro	Fireflies—Savino
7.	1¼	T Pinto Pete's stronghold	2-4 Habanera	La Rosita—Deppen
8.	1½	T The Palace that night	3-4 Valse Lente	Ashes of Roses—Arnold
9.	1½	T We followed the trail	2-4 Allegretto	Tango Discreto—Burks
10.	1	T Will Juanita dance for Pinto?	3-4 Valse Espagnole	Espana—Waldteufel
11.	2½	D Juanita leaves platform	3-4 Lento	Intermezzo—Grandos ("PP")
12.	1½	T Sheriff I saw Juanita	2-4 Habanera	La Rosita—Deppen
13.	1	D Lights put out	2-4 Allegro	Furioso No. 1—Lake
14.	2	T The next morning	4-4 Moderato	Maid of the West—Zamecnik
15.	2¾	T Safe in his stronghold	4-4 Allegretto	Gavotte Piquante—Pierson
16.	2¾	T Lost!	6-8 Allegretto	Lords and Ladies—Salzer
17.	2½	T First we dress you like	2-4 Allegretto	Paquita—Buzzi—Peccia
18.	1½	D Pinto picks up gutiar	2-4 Serenade	La Paloma—Yradier (Guitar Effect)
19.	1¼	T It is time	2-4 Habanera	La Rosita—Deppen
20.	¾	D Vision of assault	4-4 Allegro Agitato	Agitato Lo—Lake
21.	1½	D Vision fade out	4-4 Moderato	Roses and You—Edwards
22.	2¼	D Juanita at curtain	3-4 Allegro	Guitar—Moszkowsky
23.	2¼	D Jim at entrance to room	2-4 Allegro Moderato	Agitato No. 84—Berge
24.	1	D Fight starts	2-4 Allegro Furioso	Rurry 4b—Like
25.	1½	D Pinto and Juanita	2-4 Habanera	La Rosita—Deppen
26.	1	T I forgot to tell you	2-4 Allegro	Bohemiana—Bolton
27.	1¼	T Next morning	4-4 Allegretto	Poppyland—Keifert
28.	2¾	D Posse appear	3-4 Allegro	Egmont—Beethoven
29.	5	T Pinto rides innocently into trap	12-8 Allegro Agitato	Allegro Precipitoso—Savino
30.	3½	T Early the next morning	2-4 Habanera	La Rosita—Deppen ("PP" Slowly)
31.	¾	T Shadows	4-4 Moderato	Maid of the West—Zamecnik

THE END

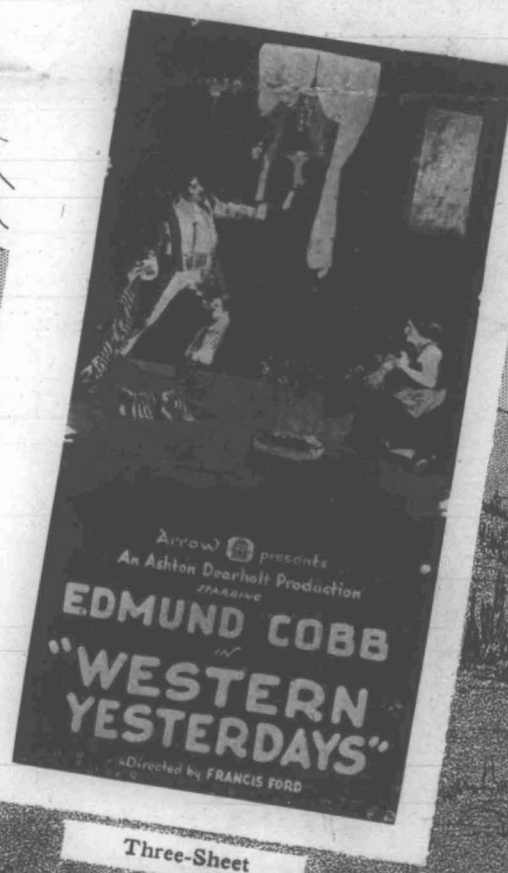
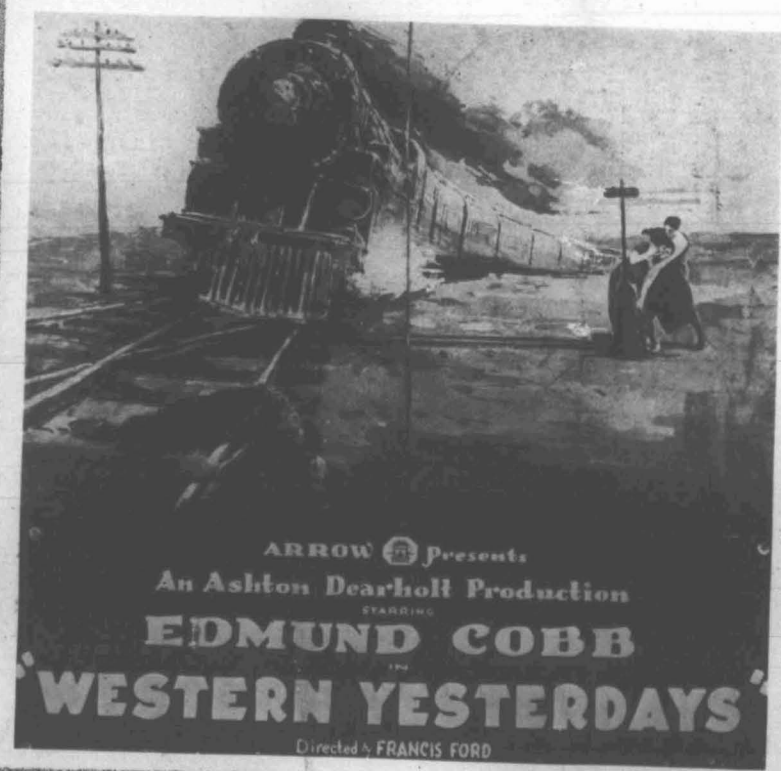
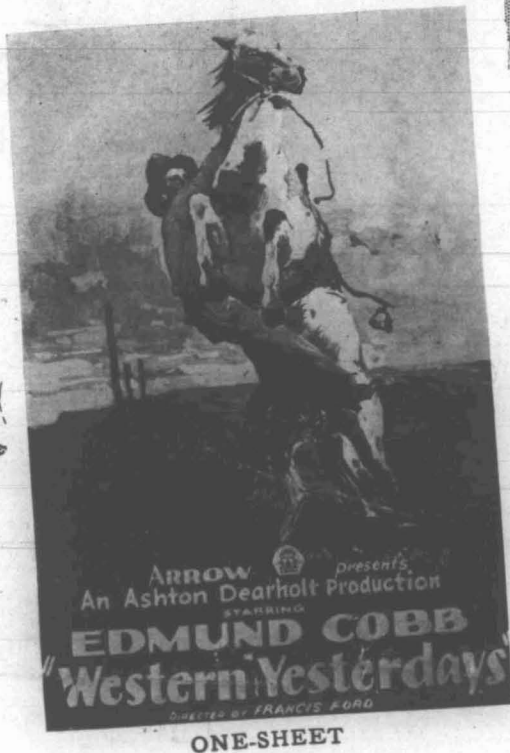
The timing is based on a speed of 12 minutes per reel of 1,000 ft.

All selections may be secured from the Cameo Music Company, 114 West 44th St. N. Y. C.

POSTERS

The paper reproduced on this page is created by showmen for showmen, and means money at the Box Office for the live wire exhibitor who makes good use of it. A stock one-sheet is furnished in addition to the regular one, three and six. Circus your neighborhood with these posters and increase your Box-Office Receipts.

"IT PAYS TO ADVERTISE"



MAR 25 1924

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Arrow Film Corporation of U.S.

Western Yesterdays - five reels

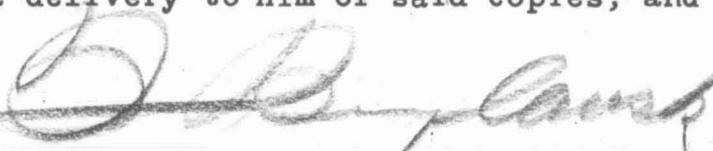
Respectfully,

FULTON BRYLAWSKI

The Arrow Film Corporation of U.S.
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Western Yesterdays	3-25-24	©CL 19975

The return of the above copies was requested by the said
Company, by its agent and attorney on the 25th day of
March, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.



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1912-1977”

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Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

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National Audio-Visual Conservation Center
The Library of Congress